



KLAIPĖDOS
UNIVERSITETAS

International Scientific Conference

**MODERN TRANSFORMATION OF ECONOMICS
AND MANAGEMENT IN THE ERA OF GLOBALIZATION**

January 29, 2016

Proceedings of the Conference

Tarptautinė Mokslinė Konferencija

**EKONOMIKOS IR VADYBOS DABARTINIS PAKITIMAS
IR GLOBALIZACIJOS LAIKOTARPIS**

2016 m. sausio 29 d.

Konferencijų pranešimų medžiaga

Klaipėda – 2016

Organising Committee

Chairman

Rimantas Stašis

Professor, Dr. Of Economics, Head of Management Department, Klaipeda University, Lithuania.

Members

Jan Žukovskis

Associate Prof., Dr. of Economics, Head of Business and Rural Development Management Institute, Aleksandras Stulginskis University, Kaunas, Lithuania.

Lina Pielienė

Associate Professor, Dr. of Economics, Vytautas Magnus University, Kaunas, Lithuania.

Alexander Masharsky

Professor, Dr. of Economics, Baltic International Academy, Latvia.

Fitim Deari

PhD, Assistant Professor in Finance and Accounting, Department of Finance and Accounting Faculty of Business and Economics, South East European University, Tetovo, Republic of Macedonia.

Olga Chwiej

Associate Professor, Dr. of Economics, freelancer scientist, Poland.

Octavian Țicu

Associate Professor, Dr. of Economics, Researcher-Coordinator, Institute of History, State and Law, Academy of Science of the Republic of Moldova.

Ekaterine Natsvlishvili

Associate Professor, Dr. of Economics, Sulkhani-Saba Orbeliani Teaching University, Tbilisi, Georgia.

International Scientific-Practical Conference Modern Transformation of Economics and Management in the Era of Globalization: Conference Proceedings. January 29, 2016. Klaipeda: Baltija Publishing. 356 pages.

Each author is responsible for content and formation of his/her materials.

The reference is mandatory in case of republishing or citation.

CONTENTS

MODERN ECONOMIC THEORIES

Гончарова В.А. ОТ ЭКОНОМИКИ ЗНАНИЙ К ЭКОНОМИКЕ ЧЕЛОВЕКА	1
Сергієнко-Бердюкова Л.В. ПЕРЕДУМОВИ ФОРМУВАННЯ ЦИРКУЛЯРНОЇ ЕКОНОМІКИ.....	3
Старостенко Г.Г., Сурженко А.В. КЛЮЧОВІ ПІДХОДИ ДО РОЗУМІННЯ СУТНОСТІ РИНКУ В ЕКОНОМІЧНІЙ НАУЦІ.....	7
Удовенко І.О. ТЕОРЕТИЧНІ ПОГЛЯДИ НА ФОРМУВАННЯ СУЧАСНОГО ТИПУ НАЙМАНОГО ПРАЦІВНИКА	11
Федотова Ю.В. РЕАЛІЗАЦІЯ ПРИНЦИПІВ SMART-ЕКОНОМІКИ У СТРАТЕГІЇ РОЗВИТКУ СУЧАСНОГО МІСТА	14

GLOBAL ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Bekh K.A. CURRENT APPROACHES TO THE INTERPRETATION OF THE CONCEPT OF «GLOCALIZATION»	17
Demchenko N.V. ACTUAL ASPECTS OF THE GLOBAL ECONOMIC COOPERATION AND DEVELOPMENT	20
Zamaslo O.T. UKRAINIAN TAX SYSTEM IN THE GLOBAL COMPETITIVE ENVIRONMENT.....	23
Kornieieva Iu.V. PECULIARITIES OF THE FINANCIAL MANAGEMENT OF STATE-OWNED CORPORATIONS IN UKRAINE.....	26
Біленко Ю.І. ЕВОЛЮЦІЯ ПАРДИГМ ЕКОНОМІЧНОГО РОЗВИТКУ ТА ІНВЕСТИЦІЇ В ОСНОВНИЙ КАПІТАЛ.....	30
Бригадир В.О. РЕГІОНАЛЬНИЙ АСПЕКТ СОЦІАЛЬНО-ЕКОНОМІЧНОЇ СТРАТИФІКАЦІЇ В УКРАЇНІ.....	33
Дунай Ю.И. ОСОБЕННОСТИ ТРАНСГРАНИЧНОГО СОТРУДНИЧЕСТВА МЕЖДУ КАЛИНИНГРАДСКОЙ ОБЛАСТЬЮ И ПРИГРАНИЧНЫМИ РАЙОНАМИ РЕСПУБЛИКИ ПОЛЬША	37

ECONOMY AND TRANSFORMATION OF NATIONAL ECONOMY REGULATION

Bogdan O.D. SOME ASPECTS OF INNOVATIVE POTENTIAL OF UKRAINE AT THE REGIONAL LEVEL	40
Shaposhnykov K.S., Bogoyavlenska Y.V., Stašis R. MODERN FEATURES OF INFOCOMMUNICATION INDUSTRY IN THE NATIONAL ECONOMY	45
Аванесова Н.Е., Марченко О.В. РИЗИКИ ДЛЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПРОМИСЛОВОСТІ УКРАЇНИ	47
Берлоус М.В., Василишина Н.Є. ІНФОРМАЦІЙНІ ЗВ'ЯЗКИ В ГАЗОТРАНСПОРТНІЙ СИСТЕМІ УКРАЇНИ.....	50
Бортнюк Т.Ю., Мощич С.З. ЕКОЛОГІЧНА ОПТИМІЗАЦІЯ ПАЛИВНО-ЕНЕРГЕТИЧНОГО КОМПЛЕКСУ УКРАЇНИ	52
Бричко А.М. УПРАВЛІННЯ ІНФРАСТРУКТУРОЮ ПІДПРИЄМСТВА ЯК СКЛАДОВОЮ АДАПТАЦІЇ В УМОВАХ ГЛОБАЛІЗАЦІЇ	55
Гончаренко А.І. СТРАТЕГІЧНІ ПЕРЕДУМОВИ ФОРМУВАННЯ ПРОДОВОЛЬЧОГО РИНКУ УКРАЇНИ.....	58

Михайленко С.В. НЕОБХІДНІСТЬ РЕФОРМУВАННЯ ВИДАТКІВ МІСЦЕВИХ БЮДЖЕТІВ ЗА ПРИНЦИПАМИ ДЕЦЕНТРАЛІЗАЦІЇ ВЛАДИ	296
Мищенко С.В. УПРАВЛІННЯ ПРОБЛЕМНИМИ АКТИВАМИ БАНКІВ	300
Недбалюк І.Р. ВИДИ ТА ФОРМИ БЮДЖЕТНОГО КОНТРОЛЮ	303
Осадець О.М., Швець Н.Р. РИЗИКИ ПОВ'ЯЗАНІ З ДІЯЛЬНІСТЮ КРЕДИТНИХ СПІЛОК В СУЧАСНИХ УМОВАХ	306
Осадчий Є.С. КАПІТАЛІЗАЦІЯ БАНКІВСЬКОЇ СИСТЕМИ УКРАЇНИ В УМОВАХ ГЛОБАЛІЗАЦІЇ	309

MODERN MATHEMATICAL METHODS, MODELS AND INFORMATIONAL TECHNOLOGIES IN ECONOMY

Kovalchuk O.Ya. APPLAING OF THE GAME THEORY FOR STUDING OF INTERNATIONAL ECONOMIC SITUATIONS	313
Голячук Н.В., Голячук С.Є. ВИКОРИСТАННЯ ХМАРНИХ ТЕХНОЛОГІЙ В УКРАЇНІ	316
Полторак К.А. МОДЕЛЮВАННЯ МАРКЕТИНГОВОГО КОМУНІКАЦІЙНОГО ВПЛИВУ В МЕРЕЖЕВИХ ІНТЕРНЕТ-СПІВТОВАРИСТВАХ	319
Проскурович О.В., Ястремський М.М., Сорока Л.О. ЕКОНОМЕТРИЧНЕ МОДЕЛЮВАННЯ РЕЗУЛЬТАТИВНОСТІ ВИРОБНИЧОЇ ДІЯЛЬНОСТІ ПРОМИСЛОВОГО ПІДПРИЄМСТВА	325
Сагайдак-Нікітюк Р.В., Бандура В.І. АКТУАЛЬНІСТЬ СТВОРЕННЯ ЄДИНОГО ІНФОРМАЦІЙНОГО ПОЛЯ У ПРОЦЕСІ ЗАБЕЗПЕЧЕННІ ВІЙСЬКОВОСЛУЖБОВЦІВ ЛІКАМИ.....	328
Ющенко Н.Л. МОЖЛИВОСТІ ЗАСТОСУВАННЯ МОДЕЛЕЙ І МЕТОДІВ АНАЛІЗУ ТА ОПТИМІЗАЦІЇ МЕРЕЖЕВИХ ГРАФІКІВ ПРИ МОДЕРНІЗАЦІЇ КОМУНАЛЬНОЇ ТЕПЛОЕНЕРГЕТИКИ В УКРАЇНІ	331

STATE REGULATION AND LEGAL SUPPORT OF ENTREPRENEURSHIP ACTIVITY

Bukreieva D.S. OPTIMIZATION OF THE TAX BURDEN ON ENTREPRENEUR SINGLE TAX PAYER IN THE CONTEXT OF STABILIZATION UKRAINIAN ECONOMY	335
Dolya C.V., Dolya O.E. STATE REGULATION AND LEGAL SUPPORT FOR ENTREPRENEURIAL ACTIVITIES OF BUSINESS ENTITIES, WHICH PROVIDED SERVICES FOR THE CARRIAGE OF PASSENGERS ON PUBLIC BUS ROUTES IN UKRAINE.....	338
Ваганова Л.В. ОСНОВИ ДЕРЖАВНОГО КОНТРОЛЮ У СФЕРІ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ.....	341

Dolya C.V.

*Ph.D, Senior Lecturer at the Department of GIS,
Land and Real Estate Appraisal;*

Dolya O.E.

*Research Assistant of Department of Project Management
in Municipal Economy and Construction
Kharkiv National University of Municipal Economy O.N. Beketov,
Kharkiv, Ukraine*

STATE REGULATION AND LEGAL SUPPORT FOR ENTREPRENEURIAL ACTIVITIES OF BUSINESS ENTITIES, WHICH PROVIDED SERVICES FOR THE CARRIAGE OF PASSENGERS ON PUBLIC BUS ROUTES IN UKRAINE

This paper sets out the issue of the newly established business entity, which intends to provide services on passenger routes for public use.

The State implementation of economic policy, the implementation of targeted economic and other programs and programs of economic and social development uses a variety of means and mechanisms to regulate economic activity.

The basic means of regulating the State's influence on the activity of economic entities are (including):

Licensing, patenting and quoting.

Conditions, volumes, areas and the procedure for the application of certain types of tools of State regulation to economic activities defined by the Civil Code of Ukraine, other legislative acts, as well as programmes of economic and social development.

The Civil Code of Ukraine States that restrictions on the exercise of the business activity, as well as a list of activities, which prohibit entrepreneurship, established by the Ukrainian Constitution and law [2].

The General position of the Organization and activities of road transport are governed by the applicable laws of Ukraine and sub-legal acts.

The Law of Ukraine «On Automobile Transport» is defined principles of organization and operation of road transport and found that local governments form a network of city bus routes and public exercise within its authority monitoring compliance with legislation in the road transport sector in the territory.

Organization of passenger transportations on city bus routes in the public relies on the executive body of the village, Township, city councils of the respective locality [3].

The order of the Ministry of infrastructure of Ukraine of 15.07.2013 № 480 «on approval of the procedure of organization of carriage of passengers and luggage by road transport» is registered with the Ministry of Justice of Ukraine on July 31, 2013 No. 1282/23814 defined the mechanism for organizations preparing for the opening of public bus services (except international) [4].

Order [4] regulates the issue of opening of urban, suburban, long-distance intra-regional and interregional bus route.

According to the requirements of the law on road transport « document on which run passenger services for motor carrier – a license agreement with the executive authorities and local governments or their permission, passport route a document that certifies the use of bus on legal grounds, other documents provided by legislation of Ukraine [3].

The Constitution of Ukraine defined the protection of sovereignty and territorial integrity of Ukraine, ensuring its economic and information security are the most important functions of the State and the whole Ukrainian people [5].

Commercial code of Ukraine regarding competition in the field of management revealed that the organs of State power and local self-government bodies should carry out an analysis of the State of the market and the level of competition on it, take adequate law and measures to organize the competition entities [1].

Regulation of competition is reflected in the law of Ukraine «on fundamentals of national security of Ukraine», which determined that the main direction is to provide conditions for sustainable economic growth and competitiveness of the national economy. This same Law stated priorities of national interests, one of which is the creation of competition capable, socially oriented market economy and ensure continued growth of the quality of life and well-being of the population [6].

The law of Ukraine «on protection against unfair competition» provides that unfair competition is any action in competition, contrary to the trade and other honest customs in economic activities, and the persons who suffer harm as a result of actions defined by this Law as unfair competition, may apply to the Court with the claim about compensation [7].

The Paris Convention for the protection of industrial property provides that the Countries of the Union are obliged to provide the citizens of countries that participate in the Union, effective protection against unfair competition. An act of unfair competition is considered to be any act of competition contrary to honest customs in industrial and commercial matters [8].

In turn, the Civil Code of Ukraine «custom» is defined as a rule of conduct that is not installed in the acts of civil legislation, but there are well established in the sphere of civil relations [2].

According to the above, authorities must ensure the economic security of the country through the implementation of the law of Ukraine «on protection against unfair competition», «on protection of economic competition» [9] and the Paris Convention for the protection of industrial property of March 20, 1883 onwards. Also noted that local authorities must carry out an analysis on the State of the market and the level of competition on it and take the measures stipulated by the law on arrangement of competition entities.

From the above, it can be concluded that the execution on the organization of transporting passengers and luggage by road transport [4] to open bus routes in general use, can lead to the contradictions concerning the observance of the requirements of other regulations governing the issue of economic competition.

On the basis of the requirements of [5-9] refers to the signs of the possibility to appeal the court order against opening of urban, suburban, long-distance intra-regional and interregional bus route, as such that contradict with the requirements mentioned above and is not guaranteed by the state of conditions ensuring economic security and development of the automotive industry.

At the same time, «custom», as a rule of conduct that is not installed in the acts of a civil legislation, but established in a particular area of civil relations. This definition does not fully illuminates the procedure of understanding the term «custom», because it is a rule of conduct that is not installed in the acts of civil legislation, and therefore any behavior does not contradict legislative acts of civil legislation.

Presently in Ukraine the status of implementing regulation on the State service of Ukraine for security in transportation [10] leads to prevent license pursuant in the requirements of the law of Ukraine «on licensing of certain types of economic activity. This is due to the fact that the State security service of Ukraine on transportation is the body that carries out licensing of appropriate economic activities, is actually not functioning and not licensing.

Currently, the newly established business entity, which intends to provide services on a public passenger bus routes, has no actual ability in obtaining the relevant permits, and the existing process of opening new routes has signs of inconsistency with other normative-legal acts guaranteeing the safety of business activities in Ukraine.

References:

1. Commercial Code of Ukraine from January 16, 2003 № 436-IV. Further changes // Supreme Council (BD) – 2003.
2. Civil code of Ukraine from January 16, 2003 № 435-IV. Further changes // Supreme Council (BD) – 2003.
3. About Auto Transport: law of Ukraine from 05. 04.2001 No. 2344-III // Supreme Council of Ukraine. – 2001.
4. The Organization of transportations of passengers and luggage by road access mode: <http://zakon5.rada.gov.ua/laws/show/z1282-13>
5. The Constitution of Ukraine: law of Ukraine of 28.06.1996 r.//Supreme Council of Ukraine-1996.
6. On the fundamentals of national security of Ukraine: law of Ukraine // Official Gazette of Ukraine. – 2003.
7. On the protection against unfair competition: the law of Ukraine dated 7 June 1996 // Supreme Council of Ukraine. – 1996.
8. The Paris Convention for the protection of industrial property of 20 March 1883 (Eng/RUS)-# «justify» > status Parižskoj konvencii on ohrane sobstvennosti Kharkiv CCI-# «justify» >. Kožarskaâ and. Prahov b. g. Patentnoe. – K.: 2003.
9. On protection of economic competition: law of Ukraine of 11 January 2001 // Official Gazette of Ukraine. – 2001.
10. Regulations on the State service of Ukraine for security in transport, access mode: <http://zakon0.rada.gov.ua/laws/show/103-2015-%D0%BF#Find>
11. On licensing of certain types of economic activity: law of Ukraine of 01. 06.2000 No. 1775-III//Supreme Council of Ukraine. – 2000.